Better Competitive Solutions for Multiple-Dwelling Units (MDUs)

MDUs represent a significant portion of the market footprint for most service providers, yet it can be challenging to increase market share. At times, there is a poor alignment between the product set and the property's needs. Sometimes sales and marketing strategies lag and cannot address the significant opportunity. All too often, start-up providers capture more than their fair share of the market simply by offering a modern MDU-focused product at a lower price point. It's time to pivot your strategy and **better serve your customers for long-term recurring revenue.**

Reduce the MDU Customer Experience Gap

pureIntegration accelerates your go-to-market strategies by delivering a state-of-the-art experience that appeals to both property managers and residents. Our MDU-focused suite of solutions includes developing targeted products, improving operations, and reducing complexity.

Digitize the MDU Customer Experience

- Improve customer satisfaction by building personalization into every digital interaction.
- Obtain competitive advantage with a next-generation journey, an easy-to-use property management portal, and innovative IoT solutions that appeal to both properties and residents.

Deliver Operational Optimization

- Reduce operational roadblocks by streamlining cross-functional work to effectively tackle the trickiest operational challenges.
- Add efficiencies with upgrade of manual processes to optimized and automated business operations.
- Develop and integrate back-office systems for further efficiencies.

Agile Product Go-to-Market Strategy

- Build a framework for generating more ideas and improved product launches.
- Obtain a complete solution to cover managing critical product trials, identifying enhancement opportunities, and ensuring successful delivery.
- Establish a data analytics practice for key strategic product insights.

As a partner with deep industry expertise, we work with your team to deliver cutting-edge digital solutions, building personalization into every digital interaction for improved customer satisfaction.

- **"Instant On" Internet:** Customers view WiFi as an absolute necessity and waiting isn't an option. Your advantage comes from being a first-mover and getting your product in front of customers at the point of decision. pureIntegration offers a proactive approach that blends pre-installed gateways with a suite of operational tools that streamline onboarding, billing, upselling, and servicing customers. **Increase sales while reducing operational costs by capturing unserved communities before the competition.**

- **Bulk Product Strategy:** Bulk product strategies present additional revenue opportunities and maintain the cost of sales. However, any gap across customer experience, sales, or operations can send customers and revenue to the competition. pureIntegration analyzes and addresses any risk areas to ensure the end-to-end approach is optimized. **Decrease OpEx and improve customer experience for existing customers while growing the sales pipeline.**

- **Common Area WiFi:** A sound design for MDU Common Area WiFi helps secure long-term sales. pureIntegration brings expertise in designing the product construct and operational processes. Our consultants can offer a holistic solution, from process design to the launching of branded captive portals and the management of network access. **Incentivize MDUs to sign more provider contracts with the value-add of a reliable common area network.**

- **Smart Home & IoT Management:** MDU communities can differentiate themselves in the market with a property-wide smart home product. pureIntegration brings experience in leading the implementation of this new offering aimed at both residents and property managers, which represent an underserved portion of the IoT market. **Meeting the demand for smart solutions enables you to generate more revenue by increasing the value of your existing internet product set.**

- **CRM Design & Integration:** Customer relationship software enables your sales team to prioritize the activities that matter, resulting in more closed deals and improved customer support. Whether you're implementing a new CRM or migrating an existing one, pureIntegration can configure and customize the software to your specifications and needs. **Improve visibility for sales and executive management while streamlining customer support operations.**

Accelerate Your Revenue Pipeline!

Our MDU Experts Are Here to Help.
pureIntegration works across all phases of digital transformation, from providing guidance and counseling on which systems best suit a client's needs, to integrating disparate sources of member and departmental data, to updating applications to present actionable insights. We've distilled the best practices from a multitude of industries to accelerate the design and deployment of targeted solutions.

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pureIntegration Delivers...

With pureIntegration, you get more than a project. Quite simply, you're putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.

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